

AMENDMENTS TO THE CLAIMS

Please add or amend the claims to read as follows, and cancel without prejudice or disclaimer to resubmission in a divisional or continuation application claims indicated as cancelled:

Claims 1 to 613: (Canceled)

614. (Currently Amended) A user-interface card for triggering a server to effect a selected transaction via an intermediary communications device, ~~for relaying information relating to the selected transaction to the server, said transaction being one of a plurality of transactions,~~ said user-interface card comprising:

a circuit board defining a plurality of user-actuable contact buttons locations and housed within a pair of substrates, at least one of which is printed on a surface thereof so as to portray present application-specific visual graphics, each visual graphic depicting a respective transaction, and each visual graphic being proximate a respective one of the user-actuable contact buttons locations ;

a plurality of information modules each relating to a selected transaction, subset of said plurality of transactions and displaying visual information uniquely depicting a respective transaction in said subset, each information module being operative to actuate a respective transaction on said server, in response to actuation of a pre-determined contact button defined upon said user interface card;

an encoder coupled to each of the information modules for generating a signal encoding information uniquely identifying the user interface card and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected; and

a transmitter coupled to the encoder for transmitting said signal to the intermediary communications device-;

wherein, after communication with a server is initiated by a user, via said intermediary communications device, and after actuation of one of said contact buttons defined upon said user interface card, said encoder and said transmitter are adapted to relay information relating to the selected transaction to the server, via said intermediary communication device, to effect the server to perform a selected transaction.

615. (Currently Amended) The user-interface card according to claim 614, wherein the intermediary communications device is ~~a voice communications device~~ **selected from one of the following group: a mobile telephone, a personal digital assistant (PDA), and a cable network.**

616. (Currently Amended) The user-interface **card** according to claim 614, wherein the transmitter is coupled to an appropriate transducer for transmitting said signal to said intermediary communications device as sound or IR or RF, respectively.

617. (Canceled)

618. (Previously Presented) The user-interface card according to claim 614, further including functionality which limits access to at least one of a plurality of information modules in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations according to a parameter associated with the user-interface card.

619. (Currently Amended) A server for effecting a selected transaction in response to a request triggered by a user-interface **card** upon user-actuation of a selected one of a plurality of information modules **retained in said card**, each **of said information modules** relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said server comprising:

a first communications interface configured for establishing communication with the intermediary communications device and being adapted to receive therefrom a signal encoding information uniquely identifying the user interface **card** and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected,

a decoder coupled to the first communications interface for decoding said signal conveyed by the intermediary communications device to determine the identity of the user interface **card** and the selected information module,

a management module coupled to the decoder and being responsive to the identity of the user interface **card** and the selected information module for accessing a database for determining user entitlement associated with the selected transaction, and

a second communications interface coupled to the management module for conveying data relating to a transaction to which the user is entitled.

620. (Currently Amended) The server according to claim 619, wherein

the database stores data identifying the following: all supported transactions,

each user interface card,

the corresponding information modules of the user interface card, the respective subset of transactions supported by each user interface card,

respective user entitlement associated with each supported transaction.

621. (Currently Amended) The server according to claim 619, including an audio response module for providing an Interactive Voice Response to the intermediary communications device for vocally informing a user on use of the user interface card.

622. (Previously Presented) The server according to claim 619, wherein the first communications interface is configured for communicating with the intermediary communications device via anyone of the group: sound, IR, RF, SMS, WAP, WEB, BlueTooth.

623. (Previously Presented) The server according to claim 619, wherein the data relating to a transaction to which the user is entitled includes content to be conveyed to or on behalf of the user.

624. (Previously Presented) The server according to claim 623, wherein the second communications interface is configured to download the content to the intermediary communications device.

625. (Currently Amended) A method for effecting a selected transaction in response to a request triggered by a user-interface card upon user-actuation of a selected one of a plurality of information modules retained in said card, each of said information modules relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said method comprising:

receiving from the intermediary communications device a signal encoding information uniquely identifying the user interface and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected;

decoding said signal to determine an identity of the user interface and the selected information module,

accessing a database for determining user entitlement associated with the selected transaction; and

conveying data relating to a transaction to which the user is entitled.

626. (Previously Presented) The method according to claim 625, including establishing communication with the intermediary communications device prior to user-actuation of the information module.

627. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for effecting a selected transaction in response to a request triggered by a user-interface card upon user-actuation of a selected one of a plurality of information modules retained in said card, each of said information modules relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said method comprising:

receiving from the intermediary communications device a signal encoding information uniquely identifying the user interface card and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected;

decoding said signal to determine an identity of the user interface card and the selected information module;

accessing a database for determining user entitlement associated with the selected transaction; and

conveying data relating to a transaction to which the user is entitled.

628. (Currently Amended) A computer program product comprising a computer useable

medium having computer readable program code embodied therein for effecting a selected transaction in response to a request triggered by a user-interface card upon user-actuation of a selected one of a plurality of information modules retained in said card, each of said information modules relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said computer program product comprising:

computer readable program code for causing the computer to receive from the intermediary communications device a signal encoding information uniquely identifying the user interface card and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected,

computer readable program code for causing the computer to decode said signal to determine an identity of the user interface card and the selected information module,

computer readable program code for causing the computer to access a database for determining user entitlement associated with the selected transaction, and

computer readable program code for causing the computer to convey data relating to a transaction to which the user is entitled.

629. (New) The user-interface card according to claim 614, wherein said transaction is selected from the following group: downloading a ringtone, downloading a video clip, downloading sports statistics, downloading a catalogue of fashion apparel, downloading an electronic game, downloading music, ordering a musical compact disk, ordering a video, entering a lottery, and buying communication access to a fan club.

630. (New) The server according to claim 624, wherein the content downloaded to the intermediary communications device is selected from the following group: a ringtone, a video clip, sports statistics, a catalogue of fashion apparel, an electronic game, music.

631. (New) The server according to claim 619, wherein the intermediary communications device is selected from one of the following group: a mobile telephone, a personal digital assistant (PDA), and a cable network.

632. (New) The server according to claim 619, wherein said transaction is selected from the

following group: ordering a musical compact disk, ordering a video, entering a lottery, and buying communication access to a fan club.